

XDC and the Digital Funding Partnership (DFP) Agree To Deploy Digital Screens in the UK

The Digital Funding Partnership (UK), a limited liability partnership representing over 120 independent Exhibitors and some 400 screens in the UK has agreed to contract with XDC, the n°1 digital cinema service company in Europe. XDC's VPF funding scheme will facilitate the deployment of digital cinema systems with all DFP members.

Steve Perrin, Chief Executive of the DFP said: *"XDC offered us an extremely competitive VPF financing solution and were very receptive to the individual needs of our members, offering them the widest possible choice of systems and complete freedom of choice of local integrator. Now the priority is to start the deployment as soon as possible, and we have agreed an aggressive schedule of 100 systems in the first 6 months."*

The whole DFP initiative has received warm support from both the UK independent cinema sector as well as the major national exhibitors. This support has been invaluable. The fact that we are approaching the point of deployment will be welcomed by the whole UK industry."

Serge Plasch, XDC's CEO-Managing Director said *"This is fantastic news for XDC, our team worked very hard to meet the needs of this special group. I think the DFP has a great concept and it matches very well with our territory recruitment structure. We are proud to be their partner in putting into practice this truly great scheme"*

David Pope, XDC's Director of Operations for UK & IR added: *"The mission of the DFP is to make sure that no one gets left behind in the switch over to digital cinema and the UK's rich heritage of small independent cinemas will be preserved thanks to this scheme. I would like to make a special thank you to our integrator partners who have been especially supportive in our bid to win the DFP contract"*

Under the terms of the agreement with XDC, the DFP will have Series 2 DCI-compliant digital projection systems installed into the member exhibitor complexes, currently estimated at totalling over 400 screens. A content delivery network will also be implemented by XDC in order to allow distributors to deliver films directly by satellite and/or broadband connection to the cinemas, as well as giving the opportunity to receive live 2D and 3D transmissions.

All the systems will be connected to the XDC's NOC (Network Operations Centre) which will perform the hotline support and the preventative remote maintenance. Thanks to the sophisticated XDC's CineStore Data web-based application, the frontline support (with the possibility to have a full remote monitoring of the digital systems) will be directly managed by XDC's local integrator partners who will also take care of the installations and maintenance supported by XDC's NOC services.

The DFP are the largest independent grouping of cinema owners in Europe. The deployment is expected to be completed within 18-24 months making a substantial contribution to the overall digitisation of the UK cinema base.

About XDC International

XDC is the n°1 digital cinema company in Europe with more than 2,700 committed digital screens out of which 1,000 have already been deployed. XDC HQ is based in Liege (Belgium) and provides end-to-end digital cinema solutions including equipment supply, financing (VPF, leasing.), training, installation and 24/7 maintenance, as well as content processing and delivery. The company is the first entity to have VPF digital cinema deployment agreements with all 6 major US studios Warner, Fox, Universal, Paramount, Sony and Disney for a total of 8,000 digital screens in 22 European countries. Besides its financing program with ING Lease, XDC has set up a global financing of 100 millions Euros with a bank consortium led by BNP Paribas Fortis to allow the VPF roll out of 2,000 digital screens for its European deployment program. XDC Digital Content Lab has been processing hundreds of different titles, and offers a full service including mastering, duplication, key management, 24/7 helpdesk, extranet tracking, physical/virtual delivery. Last but not least, XDC is also very active in Alternative Content by offering a full service from booking and promotion up to delivery, reporting and box office collection. The main shareholders are EVS Broadcast Equipment (Euronext Brussels: EVS, Bloomberg: EVS BB, Reuters: EVSB.BR) (www.evs-global.com), GIMV (Euronext Brussels: GIMB, Bloomberg: GIMB BB, Reuters: GIMV.BR) (www.gimv.com) and SRIW (www.sriw.be).

More info available at www.xdcinema.com.

XDC Marketing & Communication Department - Tel.: +32 4 364 12 00 - Email: marcom@xdcinema.com

About The Digital Funding Partnership (DFP)

Initially The UK DFP is a legal entity established by for the majority of independent cinema owners in the UK. Set up with the support of the Cinema Exhibitors' Association (CEA) in 2009, its mission was to ensure that independent cinemas could survive and flourish as the industry undergoes the transition from 35mm to digital cinema technology. Using its collective mass and programming strength its aim is to harness the value of the VPF mechanism to allow its members to convert at the best possible financial terms and conditions. DFP is unique in Europe in that it is a fully commercial operation, owned and funded by its members, and is not reliant on any form of public or Governmental support.